

3.1 TOURISM STATISTICS AND MARKET RESEARCH

L T P
4 - 2

RATIONALE

Since diploma holder in Travel and Tourism has to deal with surging information data regarding various aspects of tourism, this subject will enable him/her to have working efficiency with statistical tools and field techniques. The subject has been designed to equip the students with latest and necessary field techniques and to build a necessary statistical acumen among them.

DETAILED CONTENTS

THEORY

1. Introduction to Statistics: Methods of Measurement, Meaning, nature, importance, frequency distribution, Pie Chart, Bar Diagram, Histogram, Linegraphs (10 hrs)
2. Statistical Tools
Concept of central tendency (mean, median, mode)
" " " " (10 hrs)
3. Tourism Statistics
Volume statistics, statistics of expenditure, Limitations of statistics
Characteristic statistics. (18 hrs)
4. Meaning of Market Research, Principles of Market Research Techniques (07 hrs)
5. Market Research as a tool for planning and marketing (12 hrs)
6. Tourism Trends (07 hrs)
Inbound and outbound; domestic and international; J&K – Pilgrimage and holiday tourism trends

PRACTICAL EXERCISES

1. To conduct a visitor's survey and prepare a tourist profile
2. Group project to conduct market research for a tourism destination in terms of study, culture and adventure.
3. Compile figures of arrival in one tourist place (in J&K) in last one year
4. Calculate the percentage share of India in World Tourism in terms of arrival and expenditure

INSTRUCTIONAL STRATEGY

For thorough understanding of this subject problem solving approach should be properly integrated with the theory lessons

RECOMMENDED BOOKS

1. Statistical Methods in Geographical Studies by Mahmood A, Rajesh publications, New Delhi, 1977
2. Statistical Analysis by Ya-lun chou, Rinehart and Winston publishing, New York
3. Introduction to Multivariate methods by Anderson T.W., John wiley and sons publishing , New York, 1953
4. Research for Marketing decision by Green P. and Tull D. Prentice Hall publication, 1978
5. Tourism Management in India by Javaid Akhtar, Ashish Publishing House, New Delhi
6. Tourism Research Planning and Development by Romila Chawla, New Delhi

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	10	15
2	10	15
3	18	30
4	07	10
5	12	20
6	07	10
Total	64	100

3.2. HOSPITALITY SERVICES - II

L T P

4 - 3

RATIONALE

The traits of hospitality plays important role in tourism services. The subject emphasizes on accommodation/hospitality sector of the tourism industry. It will enable the students to understand various Food and Beverage operations.

DETAILED CONTENTS

THEORY

1. Introduction to Food & Beverage Operations. Categories of Catering services with special focus on Restaurants and their types. (10)
2. Organizational Structures of Food and Beverage (Service & Production) staff along with their duties and responsibilities, behavioural traits of service staff (10)
3. Knowledge of various service equipment-glassware, crockery, cutleries, hollow and flatware. (05)
4. Types of meals – Breakfast, Brunch/Low Tea, Lunch, High Tea, Full Tea/Evening Tea, Dinner, Supper, Examples of dishes served in these meals. (08)
5. Knowledge of food : Regional, National and International and personal hygiene. (05)
6. The Menu – types, sequencing of Menu, Laying a table, Food and Beverage service rules. (10)
7. Beverage- Alcoholic and non-alcoholic (their types and service) (08)
8. Basics of Hygiene and Safety (08)
 - Personal Hygiene
 - Hygiene of the surroundings
 - Safety Norms

LIST OF PRACTICALS

1. Basic practicals on table laying and mock Food and Beverage service
2. Visit to a hotel
3. Visit to a restaurant and its kitchen

INSTRUCTIONAL STRATEGY:

- 1 Classroom Lecture
- 2 Coaching
- 3 Assignments and presentations

LIST OF REFERENCE BOOKS:

1. Food & Beverage Manual – Sudhir Andrews, Tata McGraw Hill
2. Food & Beverage Service by SN Bagchi, Anita Sharma, Aman Publications.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	10	20
2	10	20
3	05	05
4	08	10
5	05	05
6	10	20
7	08	10
8	08	10
Total	64	100

3.3 SHOPPING AND ENTERTAINMENT

L T P
4 - 2

RATIONALE

This subject emphasizes on hospitality sector of the tourism industry. It will enable the students to understand and analyze the catering, entertainment and shopping needs of a tourist. Present entertainment sources and facilities in India along with amusement parks, casinos, spectator sports and adventure tourism will be taught to the students. A thorough knowledge of shopping outlets, traveler schemes etc will enable the students to cater to such needs of the tourists.

DETAILED CONTENTS

THEORY

1. Amusement/Entertainment (25hrs)
 - Amusement parks
 - Theme parks
 - Casinos
 - Spectator sports
 - Adventure tourism
 - Present entertainment sources and facilities in India
 - Theme dinners
 - Light and Sound shows

2. Shopping/Retailing (25hrs)
 - Shopping interests of domestic and international tourists
 - Souvenir industry in India
 - Restriction on goods to be exported and shopping regulations
 - Shopping outlets
 - Credit cards, Online shopping
 - Traveler schemes

3. Retailing (14 hrs)
 - Basic Concept
 - Concept of Shopping Malls, Hatts etc.

PRACTICAL EXERCISES

1. Visit to govt. emporium to analyse the speciality artefacts of tourist interest

2. Visit to Patnitop at “Winter Carnival” to participate in short term course in skiing.
3. Visit to JIMS (Jawahar Institute of Mountaineering and Sports, Pahalgam, Srinagar)
4. Visit to Raghunath market to see the growth of souvenir industry
5. Analysis of modern shopping malls in Jammu.

INSTRUCTIONAL STRATEGY

For effective implementation this subject should involve practical observations of the students by way of visiting selected hotels. Small assignments related to aspects of entertainment and shopping will be of great help in imbibing problem solving capability in the students

RECOMMENDED BOOKS

1. Management for Quality Tourism and Hospitality Services by C.H.Lovewek,R.W.Schmenner, R.B.Chase
2. Strategic Management in Tourism and Hospitality Industry- The strategic process- by Henry Mintzberg and James B.Quin Prentice Hall, Upper Saddle River, New Jersey.
3. Dynamics of Tourism : A trilogy - Vol. 2, Accommodation by Kaul R.N., Sterling publishers private ltd., New Delhi, 1985
4. Tourism and Travel Management by Biswanath Ghosh, Vikas Publishing House, Delhi,1998
5. The Travel Industry by Chuk Y.Gee, Dexter J.L. Choy, James C, Makens – AVI Publishing Company Inc. 1984

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	25	40
2	25	40
3	14	20
Total	64	100

3.4 AIRLINE TARIFFS AND TICKETING - I

L T P
2 - 4

RATIONALE

The course aims at providing a systematic and extensive knowledge of Airline ticketing and related aspects. Beginning with a basic introduction to air transport it explains various codes of practice and procedures involved in the issuance of air tickets and use of computers in ticketing.

DETAILED CONTENTS

THEORY

1. Understanding of various codes (08 hrs)
 - Looking up schedules
 - Flight connections
 - Transfer connections
 - Looking up T.I.M.
 - Planning of itineraries with special reference to Air transport connectivity.
2. Airline Concepts (08 hrs)
 - Domestic airlines, international airlines
 - Low-cost/no profit airlines
 - Charter operations
 - Private and Government airlines.
3. Ticketing (08 hrs)
 - Ticket – Types and Components
 - e-ticketing
 - Issuance of tickets; normal and one way, return, round the world, excursion , circular trip, open jaw trip
 - Cancellation, re-issuance/rescheduling of tickets. Routing and re-routing of tickets.
4. Use of Computer in Ticketing Business (08 hrs)
 - CRS - Introduction and Types
 - Customer satisfaction
 - Airport services and airport procedures

LIST OF PRACTICAL EXERCISES

1. Exercise in writing airline reservation messages in AIRIMP Codes
2. Observation of customer handling in a travel agency/hotel
3. Exercise in using the software Amadeus

INSTRUCTIONAL STRATEGY

This subject is heart of the diploma on Travel and Tourism as it provides maximum job opportunities. Hence it should be practice based and each topic should be supplemented with assignments and practical exercises.

RECOMMENDED BOOKS

1. Travel, Sales and Customer Service by Trooboff S.K., Roberta S and Mac Neil D.J., Irvin Mirror Press, Boston, 1995
2. Travel Agency Management by Aggarwal, Surinder, Communication India Publication, New Delhi
3. Tourism and Travel, Concept and Principles by Negi, Jagmohan, Gitanjali Publishing House, New Delhi, 1990

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	08	20
2	08	20
3	08	30
4	08	30
Total	32	100

3.5 LANGUAGE - I

L T P
2 - 4

RATIONALE

This subject will enable the students to master at least one foreign language i.e. French in this case. Thorough learning of one language will also create interest in him/her to learn other languages in spare time. The communication with the clients in their own language will make them comfortable and in turn boost the market.

DETAILED CONTENTS

THEORY

Unit 1	Lessons 1 to 3 of the prescribed textbook Alphabets & Numbers Use of indefinite and definite articles. Nouns- singular and plural. Prepositions- sur, sous, derriere and dans. Expressions- qu'est-ce que c'est? ; Est-ce que...	(06 hrs)
Unit 2	Lessons 4 to 5 of the prescribed textbook. Use of pronouns- je, tu, il, elle , nous,vous, ils & elles. Name of colours. Use of the verb être-present de l'indicatif Expression – De quelle couleur..?	(06 hrs)
Unit 3	Lessons 6 to 8 of the prescribed text book. Adjectives Singular and plural; Use of expressions Ya-t-il...& Il ya....Qu'y a-t-il... Parts of body. Use of verb Avoir- forms affirmative, negative & interrogative.	(05 hrs)
Unit 4	Lessons 9 to 10 of the prescribed book. Adjective possessive- mon, ma, mes, ton, ta, tes, son, sa, ses, notre, votre&leur. Verbs of first group-present del'indicatif Conjugation of the verbs in three forms.	(05 hrs)

Unit 5	Lessons 11 to 12 of the prescribed book	(05 hrs)
	Use of du and des How to look time in watch Names of months of the year\ Names of the days of week Use of a, an and any	
Unit 6	lessons 13 to 14 of the prescribed textbook.	(05 hrs)
	Name of seasons Verbs ending in IR. Conjugate the verbs in three forms. Use of ce, cet, cette and ces.	

PRACTICAL EXERCISES

1. Vocabulary
2. Reading
3. Listening
4. Dictation
5. Oration with feedback through audio/video recording

INSTRUCTIONAL STRATEGY

While teaching the specific language, the teacher may start with alphabets passing to words, sentences and phrases commonly used in the travel and tourism industry/department. The main aim of this subject is that students should have effective communication with the clients. The skill of reading, writing and speaking foreign language can be developed only through practice. Hence assignments and class presentations will go a long way in developing these skills.

RECOMMENDED BOOKS

1. Cours de Langue et de Civilisation Francaises by G.Mauger. (the prescribed text book)
2. French Made Easy by Francois Makowski.
3. French for Mastery Tous Ensemble by Jean-Paul Valette and Rebecca M.Valette
4. French by Jo Helstron and Conrad J.Schmitt

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	06	20
2	06	20
3	05	15
4	05	15
5	05	15
6	05	15
Total	32	100

3.6. TOURISM INFRASTRUCTURE

L T P
3 - 2

RATIONALE

The subject will enable the students to have thorough knowledge of various tourism infrastructure and tourism resources and important tourism resources like Tourism Oriented Products, Resident Oriented Products and Basic Tourism Products. Important transportation like Air, Surface, Railways and Sea are also taught to students along with categories and grading of hotels. Awareness about shopping malls, entertainment resources and call centres is also provided to the students.

DETAILED CONTENTS

THEORY

1. Tourism Infrastructure – Definitions and meaning, differentiate between tourism infrastructure and basic infrastructure. Infrastructure intermediaries (05 hrs)
2. Tourism Resources – Definitions and meaning, kinds of tourism resources – tourist oriented products (TOPs), resident oriented products (ROPs) and basic tourist products (BTPs) (05 hrs)
3. Transportation – Classification of transportation: (23 hrs)
 - Air Transport – History of airlines in world and in India,, Open sky policy, major airlines in India
 - Surface Transport – Roadways: Coaches and car rentals, major coaches and car rental companies in world and in India
 - Railways : History of railways in world and in India, major railway – Euro Rail, AMTRAK, palace on wheels, royal orient, deccan odyssey, fairy queen, toy train, IRCTC, Indian Railways.
 - Sea Transport – Domestic and international sea transportation, various ports in India, problems and prospects of sea transportation in India
4. Accommodation Units-their types (05 hrs)
5. Miscellaneous – Haats and shopping malls, money exchange banks, entertainment resources, call centres (10 hrs)

PRACTICAL EXERCISES

1. Visit to a call centre
2. Visit to a railway station
3. Visit to an Air port
4. Visit to a Bus Stand
5. Visit to Tourist Offices

INSTRUCTIONAL STRATEGY

Study visit to various tourism related places and institutes and preparing the study reports will enable the students to know practical applications of various topics taught theoretically in the subject

RECOMMENDED BOOKS

1. International Tourism Management by AK Bhatia, Sterling Publishers Private Ltd., New Delhi, 2001
2. Tourism: Principles, Practices and Philosophies, by Mc Intosh Report, W. Gredner and R.Charles, John Wiley and sons Publication, Ny, 1990
3. Towards appropriate Tourism - The case of developing countries, by T.V. Singh and H.L.Thenus, Peter Laug Publication, Frankfurt, 1989
4. The Travel Industry by Chuck Y.Gee, Dexter, J.L. Choy, James C. Makens, AVI Publishing Company, Inc., 1984.
5. International Tourism by Moti Ram, Sonali Publications, New Delhi
6. Tourism Industry in India by M. Selvan, Himalaya Publishing House, Delhi
7. Tourism Transport and Travel Management by P.C. Sinha, Anmol Publications Pvt. Ltd., New Delhi

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	05	10
2	05	10
3	23	45
4	05	15
5	10	20
Total	48	100

ECOLOGY AND ENVIRONMENTAL AWARENESS CAMP

A diploma holder must have knowledge of different types of pollution caused due to industries and constructional activities so that he may help in balancing the eco system and controlling pollution by pollution control measures. He should also be aware of environmental laws related to the control of pollution.

This is to be organized at a stretch for 3 to 4 days. Lectures will be delivered on following broad topics. There will be no examination for this subject.

1. Basics of ecology, eco system and sustainable development
2. Conservation of land reforms, preservation of species, prevention of advancement of deserts and lowering of water table
3. Sources of pollution - natural and man made, their effects on living and non-living organisms
4. Pollution of water - causes, effects of domestic wastes and industrial effluent on living and non-living organisms
5. Pollution of air-causes and effects of man, animal, vegetation and non-living organisms
6. Sources of noise pollution and its effects
7. Solid waste management; classification of refuse material, types, sources and properties of solid wastes, abatement methods
8. Mining, blasting, deforestation and their effects
9. Legislation to control environment
10. Environmental Impact Assessment (EIA), Elements for preparing EIA statements
11. Current issues in environmental pollution and its control
12. Role of non-conventional sources of energy in environmental protection